

ORDER



Orders
Order / Rev: 703225 - 3
Alt Order #: 06257012
Product Desc: OBAMA FOR AMERICA
Estimate: 1523 A
Flight Dates: 08/14/12 - 09/03/12
Original Date / Rev: 07/27/12 / 08/15/12
Order Type: Political

Primary AE: Aaron Ashe
Sales Office: T-WAS
Sales Region: NAT

Agency
Name: Greer Margolis Mitchell/ Pol
Buying Contact: K Keuleman
Billing Contact:
 3050 K St NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Obama/D/President
Demographic: A35+
Product Codes: PL-Presidential
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/26/12	75	\$97,940.00	\$83,249.00
08/27/12	09/03/12	49	\$72,720.00	\$61,812.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	75	\$97,940.00	\$83,249.00	0.00
September 2012	49	\$72,720.00	\$61,812.00	0.00
Totals	124	\$170,660.00	\$145,061.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 24	WTSP	08/17/12	08/24/12	Bucs Primetime Game	CM	730-1030p	----F--	:30	2	\$4,000.00	P-4	0.00	NM	2	\$8,000.00
				Bucs Primetime Game											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	----F--		2				\$4,000.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WTSP	08/13/12-08/19/12	Bucs Primetime Game			730-1030p	----F--	:30		(\$4,000.00)		0.00	NM		
		Credited [mg line 33]													
2	WTSP	08/13/12-08/19/12	Bucs Primetime Game			730-1030p	----F--	:30		(\$4,000.00)		0.00	NM		
		Credited [mg line 33]													
		Week: 08/20/12	08/26/12	----F--		2				\$4,000.00		0.00			
E 26	WTSP	08/17/12	08/24/12	Bucs Pre-Game	CM	Bucs Pre-Game	----F--	:30	1	\$1,000.00	P-4	0.00	NM	1	\$1,000.00
				Bucs Pre-Game											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	----F--		1				\$1,000.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WTSP	08/13/12-08/19/12	Bucs Pre-Game			Bucs Pre-Game	----F--	:30		(\$1,000.00)		0.00	NM		
		Credited [mg line 34]													
		Week: 08/20/12	08/26/12	----F--		1				\$1,000.00		0.00			
E 30	WTSP	08/17/12	08/17/12	Bucs Primetime Game	CM	730-1030p	----F--	:30	1	\$4,000.00	P-4	0.00	NM	0	\$0.00
				Bucs Primetime Game											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

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Advertiser: Obama/D/President
 Product Desc: OBAMA FOR AMERICA
 Estimate: 1523 A

WTSP-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 30	WTSP	08/17/12	08/17/12	Bucs Primetime Game	CM	730-1030p	----F--	:30	1	\$4,000.00	P-4	0.00	NM	0	\$0.00
Bucs Primetime Game															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	----F--	1		\$4,000.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WTSP	08/13/12-08/19/12		Bucs Primetime Game		730-1030p	-----F--	:30		(\$4,000.00)		0.00	NM		
Credited															
[mg line 33]															
N 32	WTSP	08/17/12	08/17/12	Fri Prime C	CM	Fri 10-11p	----F--	:30	1	\$0.00	UND	0.00	NM	1	\$0.00
Blue Bloods															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	----F--	1		\$0.00		0.00						
N 33	WTSP	08/17/12	08/17/12	Bucs Overnight Game	CM	Overnight	----F--	:30	3	\$4,000.00	P-4	0.00	NM	3	\$12,000.00
Bucs Overnight Game															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	----F--	3		\$4,000.00		0.00						
N 34	WTSP	08/18/12	08/18/12	Bucs Weekend Game	CM	Weekend Game	-----S-	:30	3	\$0.00	PKG	0.00	NM	3	\$0.00
Bucs Weekend Game															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	-----S-	3		\$0.00		0.00						
N 35	WTSP	08/17/12	08/17/12	730-8p	CM	730-8p	----F--	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
Millionaire															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	----F--	1		\$1,000.00		0.00						
													Totals	124	\$170,660.00